

**Call for Expressions of Interest**

**For Hosting International Underwater Photography Competition**

1. **Background**

Dive tourism is a growing industry with immense potential in Timor-Leste’s tourism landscape. Located within the famous Coral Triangle, Timor-Leste has some of the most pristine, ecologically diverse and least explored dive sites on the globe. The marine life is abundant with colourful hard and soft corals as well as a vivid array of reef fish. Reefs run close to the shore along much of Timor-Leste’s northern coast, immediately in front of the capital Dili and around Atauro and Jaco Islands.

There are 8 dive operators in the country, and with the support from Market Development Facility (MDF), they have organised themselves to form a group called Dive Operators Working Group (DOWG). The working group is focusing on collaborative activities in two areas - destination marketing and conservation and management of dive sites.

One of the destination marketing ideas for 2020 is an international underwater photography competition. It is expected that this competition will bring renowned photographers and international media to Timor-Leste to feature the country’s magnificent bio-diversity. It is an opportunity to create awareness about Timor-Leste’s marine assets and attract divers and other marine life enthusiasts to visit Timor-Leste. The photographs can also become important marketing assets which can be utilised for country branding at a later date. There is potential for this to become an important annual event for the country, not only for destination marketing purposes but also because it will provide a platform for all stakeholders, public and private, to come together and grow the industry collaboratively.

1. **Purpose**

This call for EOI seeks to find companies willing to host this competition. A private event management firm will be selected to do the overall planning and implementation of this event with technical and financial support from MDF, the Dive Operators Working Group and the Ministry of Tourism.

1. **Selection Process**

The selection process will include the following steps:

* 1. **Call for EOI:**

The first step is the call for EOIs. MDF will review EOIs submitted and create a shortlist based on the stated criteria: (1) Experience of managing major local and international event and (2) Staff capacity to manage the event.

**Submitting the Expression of Interest**

Please submit your Expression of Interest, prepared in accordance with the instruction in this document either by email, in-person or post as below:

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| --- | --- |
| Email | [juliana.cabral-mdf@thepalladiumgroup.com](mailto:juliana.cabral-mdf@thepalladiumgroup.com)  [Joao.DosSantos-MDF@thepalladiumgroup.com](mailto:Joao.DosSantos-MDF@thepalladiumgroup.com)  Subject Email: “EoI Underwater Photography Competition” |
| In Person | MDF, 2nd Street, Palm Business & Trade Centre, Surik Mas, Dili, Timor Leste |

Expression of Interest documentation must be completed in English.

The completed Expression of Interest must be received by MDF no later than 17:30 hrs on Monday, 21st October 2019. Any Expressions of Interest received after this deadline will not be considered.

* 1. **Applicant Briefing:**

MDF will host a briefing session on 24 October 2019 (3pm to 4pm) for shortlisted applicants, where MDF will provide a basic introduction on the competition including the vision, scale, timeline and partners involved. This is an opportunity for the applicants to ask questions and get necessary clarity on the event so that they are able submit a high-quality proposal.

* 1. **Submitting the Proposal**:

Shortlisted applicants will be asked to submit their proposal, date for submission will be announced during the briefing. The proposal should have adequate information on the six selection criteria listed in section 5. Applicants are encouraged to review examples of similar competitions in other countries and ensure lessons are reflected in their proposal.

Please submit your proposal, prepared in accordance with the instruction in this document either by email, in-person or post as below:

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| --- | --- |
| Email | [juliana.cabral-mdf@thepalladiumgroup.com](mailto:juliana.cabral-mdf@thepalladiumgroup.com)  [Joao.DosSantos-MDF@thepalladiumgroup.com](mailto:Joao.DosSantos-MDF@thepalladiumgroup.com)  Subject Email: “Proposal Underwater Photography Competition” |
| In Person | MDF, 2nd Street, Palm Business & Trade Centre, Surik Mas, Dili, Timor Leste |

Proposal documentation must be completed in English.

* 1. **Presentation and Final Selection:**

Based on the proposal, candidates that meet the minimum requirements will be invited to MDF for a presentation about their submitted proposal. This is an opportunity for the applicants to give details on their proposal and communicate their vision. The objective of presentations is to get further clarity on the proposal to ease decision making. MDF will make the final selection after presentations are completed.

1. **Scope of Work and Scale**

**MDF-Dive Operators Working Group**

MDF and the Dive Operators Working Group will work with the selected company to do the following:

* Assist in the planning and implementation of the event:
* Design and conceptualisation of the event
* Identifying renowned judges, photographers
* Marketing the competition locally and internationally to strategic audiences
* Engaging with different local and international stakeholders
* Planning the local logistics and support network
* Provide technical capacity building for the selected company:
* This may include hiring an international expert with experience in holding international underwater photography competitions to support the local event manager in the design and implementation of the event.

**Event Management Company**

The event management company is primarily responsible for all event operations which includes but is not limited to:

* Developing the design of the event (opening, application, in country activities, closing etc.)
* Hiring and managing a capable implementation team
* Engage with relevant national stakeholders – the Dive Operators Working Group, the Ministry of Tourism, MDF, local media and others
* Engage with relevant international stakeholders – competition judges, participants, media and others.
* Find sponsors to partially fund the event
* Develop a good marketing strategy so that the event receives good publicity locally and internationally
* Manage day to day operation and logistics of the event (registration, transportation, site management).

1. **Proposal Selection Criteria**

Companies must respond to the following selection criteria and provide supporting evidence in their Proposal:

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| No. | Criteria | Details |
| 1. | Experience of managing major local and international event(s) | Examples of events organised by the company including clients and event brief |
| 2. | Staff capacity to manage the event | CVs of key team members and/or staff that would be responsible for the event |
| 4. | Concept and design of the event | Present some key ideas and vision for how the event would be designed |
| 5. | Timeline of activities | Present a timeline of different activities to demonstrate how the event will be planned in the stipulated timeline |
| 6. | Itemised costing and total budget | Breakdown of cost items and total budget including company commission |